

IDAHO WORKFORCE DEVELOPMENT COUNCIL

November 18, 2010 – Draft Meeting Minutes

Welcome and Introductions

Council Chair Con Paulos called the meeting to order at 9:15 a.m. and welcomed everyone. He welcomed Allison McClintock sitting in for State Board of Education Executive Director Mike Rush, Randy Shroll substituting for Commerce Director Don Dietrich, and Luci Willits attending for Superintendent Tom Luna.

Chair Paulos welcomed and introduced College of Western Idaho President, Dr. Bert Glandon attending for the first time as a new council member.

Agenda Review

Chair Paulos dispensed with reviewing the agenda and no additions were requested.

Consent Agenda

Chair Paulos continued with the consent agenda which included the following issues:

- Minutes of the May 3, 2010 Council Meeting
- Minutes of the August 26, 2010 Executive Committee
- Minutes of the October 28, 2010 Executive Committee
- Transmittal #1 – Eligible Training Provider List
- Transmittal #2 – WIA Stimulus – Budget Modification
- Transmittal #3 – WIA Annual Report

Chair Paulos reported that the Executive Committee met twice, once in August and again in October to consider issues. In August, the committee approved a revision to the strategy for use of the Governor's 10% ES funds for the Business Solutions staff and activities; endorsed the Workforce Information Plan for the fiscal year, and changed the formula for distribution of the Youth in Need Funds from the Governor's 15% WIA Reserve. In October, the committee approved the additions to the Eligible Provider List, and recommended that any unspent WIA Stimulus funds be used for additional dislocated worker services.

Chair Paulos accepted a motion by Richard Holman, seconded by Cindy Hedge to approve the consent agenda; the consent agenda was approved unanimously by voice vote.

Chair Paulos reported that one additional issue raised during the October Executive Committee meeting involved the new C3 Company that opened in Twin Falls. Dr. Beck asked that state funds be used to provide more assistance in Twin Falls, to assist with an insurance licensing program and perhaps extend additional help for another business location. The Executive Committee asked staff to meet with Dr. Beck and develop a report for today's meeting.

Dr. Beck stated that local economic developers from the Magic Valley met with Leandra Burns and Cheryl Brush to discuss options to encourage C3 to remain in the Magic Valley and perhaps expand elsewhere in the state. Because C3 is a third party call center and reportedly does not pay wages at \$12 or more with benefits for the positions in question, they would not qualify for funding under the Workforce Development Training Fund. Staff offered to facilitate funding to move C3 customer care workers from \$8.50 to the licensed insurance agent positions paying \$11.50 or more using Governor's 15% WIA funds, assuming that the company is not already receiving funds to pay for that training and that the council approve later today a

recommendation to use some of these reserve funds for training activities under the auspices of the business solutions initiative.

Transmittal #5 – Adoption of Common Core Standards in English and Math

Chair Paulos introduced Department of Education Chief of Staff Luci Willits who is seeking the council's endorsement of the department's efforts to adopt Common Core Standards in English and math. Ms. Willits stated that the Common Core Standards in English and math was a joint effort between the Council of Chief State School Officers and the National Governors Association.

The goal of the work is to ensure that students graduating from high school are college and career ready. The Department of Education has conducted extensive outreach programs including two statewide information tours in June and September and six hearings to gather written comments.

Ms. Willits said incorporating these standards will ensure that Idaho students are competitive with students around the world. She further stated that Idaho cannot be left behind, Idaho students deserve high standards and that Idaho is a leader in developing the assessment to measure the new standards.

The State Board of Education is scheduled to consider the standards for a final time during its November meeting and if approved, the standards will go to the Legislature in January for approval.

Ms. Willits asked for the endorsement of the Common Core Standards from the Workforce Development Council. Chair Paulos accepted a motion by Dr. Jerry Beck, seconded by Dr. Bert Glandon to endorse the department's efforts in regard to the Common Core Standards which was approved unanimously by voice vote. Chair Paulos announced that a letter of support from the council would be sent to Superintendent Luna.

Sector Strategies in Idaho Overview

Chair Paulos introduced Lindsey Woolsey from the Corporation for a Skilled Workforce to present an overview of Sector Strategies in Idaho. Lindsey has spent the last two days working with workforce, economic development and education practitioners to implement the approach in Idaho.

Ms. Woolsey defined the meaning of a Sector Partnership as:

- Partnership of employers in an industry critical to a regional economy (use data for this!)
- Driven by employers but coordinated by an intermediary (that could be local workforce offices)
- Focuses on the workforce needs of a critical industry and on the training and jobs needs of workers in that regional economy (it's a win-win!)
- Includes educators, training providers, economic development and other stakeholders (because no one system can do this work alone!)

Ms. Woolsey stated that Sector Strategies provide a focus so that policies, programs, resources and strategies can be leveraged and aligned while employers and workers get what they need.

Ms. Woolsey said that employers and employer associations, workforce and economic development, community colleges, organized labor, social services, and community based organizations need to be involved.

She explained what is valuable for each of the stakeholders:

- Employers – shared costs, a place to solve major talent issues, a single table at which to work with public entities
- Educators – venue for faster understanding of changing industry needs; play out of educational career pathways
- Workforce Developers – strategic focusing of time and resources for high leverage with key industries while meeting worker needs
- Economic Developers – place for focused work with key industries on talent questions; can be a major tool in retention and growth strategies

Ms. Woolsey further stated that the role for state policy includes:

- Cultivating systems and industry champions
- Mapping and highlighting existing sector partnerships
- Capacity for building and training
- Data analysis
- Evaluation and telling the story of sector
- Funding start-up where needed

Idaho Energy Sector Partnership Report

Idaho National Laboratory Richard Holman reported on the Idaho Energy Sector Partnership meeting held November 17, 2010. Mr. Holman said that the United States Department of Labor approved the obligations for the grant and that schools are receiving equipment for their classrooms. IESP is reviewing apprenticeship proposals and the satellite regional meetings are scheduled for December.

The energy sector strategy session panel was comprised of Jana Straubhar, Transform Solar Manufacturing Company, Lonnie Krawl, Idaho Power and Richard Holman, Idaho National Laboratory. The panel discussed the workforce challenges facing their company which included:

- Hiring a thousand workers in the next year
- Retirement – reducing average age of the workforce
- Multiple cultures and demographics of workforce
- Recruitment/retention

Idaho Technology Report

Idaho Technology Council President/CEO Jay Larsen reported that the discussion of the technology sector strategy session focused on the following:

- What the “Hot Jobs” will be in 5 years, in some cases the jobs have not yet been created
- The importance of connecting the private sector with the Department of Commerce and the Department of Labor because they know availability of funds, capital, green jobs and tax credits/exemptions
- Need to expand software developers in the area
- Match demand of jobs with quality employees

Health Care Grant

Idaho Department of Labor Grants Manager Melinda Adams reviewed the Idaho Health Care Workforce Planning Partnership grant recently awarded to the council. Ms. Adams stated that the Workforce Development Council is the grant applicant and will oversee the planning activities along with the Idaho Health Professions Education Council.

The overall goals of the partnership are to:

- Facilitate the development of a coordinated data & information system – uniform and consistent across primary care disciplines
- Provide a comprehensive health care workforce plan for the state
- Implement the plan

Under this grant, the primary goal will be to establish the data and information system. The proposal includes development of a Center for Long-range Health Care Workforce Planning using the model of the Nursing Workforce Data Center Partnership. The ultimate outcome for this project is to attain a 10-20% increase in Idaho's primary healthcare workforce over the next 10 years.

The input, coordination, and expertise of a wide array of partners from the state's urban and rural areas are important to the project's success. The deliverables associated with this grant are to:

- Analyze state workforce information - health career pathways
- Identify high demand sectors
- Inventory existing resources to recruit, educate and retain a skilled health care workforce
- Catalog academic & health care industry skill standards
- Identify education & training models, policies, including career info/counseling
- Identify barriers & provide resolutions

The partnership's steering committee is required to include the following categories: health care employers; organized labor; public 2-year institute of higher education; public 4-year institute of higher education; a philanthropic organization; and state public secondary education agency.

Ms. Adams stated the council will be asked for input, insight and recommendations for not only the structure of the committees but also which individuals and organizations should be included.

Ms. Adams stated that the health care initiative kick-off panel discussed:

- Access to primary health care, need for primary care physicians
- Need for more internships and work experience
- Holistic care
- Bilingual skills
- Lack of interviewing and customer service skills
- Retention/shortages in workforce
- Need for mental health care in rural areas of the state

Idaho Health Professions Education Council

Chair Paulos introduced Idaho Health Professions Education Council Chair, Dr. J. Anthony "Tony" Fernandez, to update the council on their activities and recommendations.

Dr. Fernandez stated that following the 2007 Idaho Health Care Summit, Governor Otter established the Governor's Select Committee on Health Care. This committee was charged to assess the recommendations of the Summit, gather more information, and provide additional recommendations on making health care more affordable and accessible to Idahoans. In October 2008, the Governor's Select Committee on Health Care recommended the creation of an Idaho health care council similar to the Utah Medical Education Council.

In February 2009 Governor Otter established the Idaho Health Professions Education Council (IHPEC) through Executive Order 2009-07. Makeup of the council is representative of healthcare organizations, Idaho colleges and universities, and the public at large. There are currently nine members on the council.

IHPEC's recommendations for Dentists include: (1) begin programs to recruit and admit dental students from rural areas of Idaho; (2) insure that graduating dental students are aware of the National Health Service Corps and other loan reimbursement programs; and (3) start an aggressive state sponsored program to promote better dental health in the state's primary and secondary schools.

IHPEC's recommendation for Nurses include the implementation of the Nursing Workforce Advisory Council's recommendations, especially as they pertain to retaining and increasing nursing faculty to meet the growing demand for educating the nursing workforce.

IHPEC's recommendations for Physician Assistants include: (1) continue to regionalize Physician Assistant training programs; (2) establish smaller classes across the state; and (3) diversify the funding model to increase support for faculty across regional program sites.

IHPEC's recommendations for Physicians include: (1) support planned, steady annual growth in medical student education, following the recommendations of the Idaho State Board of Education; (2) increase access to medical education opportunities for applicants from rural communities and underserved groups; (3) increase state funding support for Graduate Medical Education (GME)/residency programs; (4) expand rural training tracks in existing Family Medicine residencies and create additional Idaho primary care medical residency programs; (5) evaluate the creation of an Idaho GME office to provide oversight in the expansion and future funding of Idaho medical residency programs; and (6) expand the Idaho Rural Physician Incentive Program.

IHPEC's recommendations for all health professions include: (1) improve tracking and access to current state data on all healthcare and medical graduates in Idaho programs through collaboration with the Idaho Department of Labor and (2) to retain the highest quality faculty in all health care disciplines, salary and benefits must be competitive.

Legislative Update

Idaho Department of Labor Communications Manager Bob Fick presented a brief overview of the three bills that the department will have before the Legislature this year.

- 1) Workforce Development Training Fund extended to 2018
- 2) Business owners who are called to serve in the guard and are forced to lay off employees will not be charged unemployment benefits
- 3) Collection of unemployment benefits for corporate officers

Communications Manager Bob Fick discussed the Unemployment Insurance Stabilization and Economic Incentive Act proposal which is still under review before it can be submitted to the Legislature. He said that this package provides some short-term financial relief to employers. It also replaces the shaky foundation in which the unemployment insurance system was left in 2005. With a solid foundation it will remove year-to-year volatility from employer tax rates while protecting employers from having to go back on the hook for loans needed to keep unemployment benefits flowing during future recessions.

Employment Projections

Idaho Department of Labor Research Analyst Principal Sara Scudder presented Idaho's Work Force Outlook which showcased Idaho's "Hot" jobs, industries, and occupations projections for 2008-2018.

Chair Paulos introduced Idaho's Lieutenant Governor Brad Little and asked him to address the council.

Communication and Research Update

Idaho Department of Labor Communication and Research Deputy Director Georgia Smith reported that the department's website is in the process of being updated.

Ms. Smith stated that an outreach contractor, Drake Cooper, has been chosen and six projects have been identified: (1) educate employers regarding the Workforce Investment Training Fund services available, (2) complete terms of the green jobs grant, (3) provide an outreach campaign for business services and business solutions initiative, (4) promote the services and programs of Serve Idaho, (5) market the Workforce Investment Act funds by targeting interested sectors, and (6) provide public access to Idaho's Career Information System.

Deputy Director Smith stated that the following reports were available on the website (1) Job vacancy survey, (2) Hi-tech business scan and Health care business scan, and (3) Red Book, a complete history of the state's unemployment insurance system.

Economic Update

Idaho Department of Labor Chief Research Officer Bob Uhlenkott reported on Idaho's economic update. Mr. Uhlenkott presented several graphs that showed Idaho's unemployment rate as related to the nation and the percentage of jobs lost in our economy for one and three years.

Workforce Development Training Fund – Policy Review - Transmittal #6:

Chair Paulos called upon Idaho Department of Labor Business Services Manager Leandra Burns to discuss Transmittal #6. Ms. Burns stated that Transmittal #6 asks for an endorsement by the council for a six year reauthorization of the Workforce Development Training Fund and also for a subcommittee to be appointed to review Workforce Development Training Fund policy.

Chair Paulos accepted a motion by Brent Reinke, seconded by Tony Fernandez to approve Transmittal #6; and Transmittal #6 was approved unanimously by voice vote.

Chair Paulos appointed B.J. Swanson, Alex LaBeau, Dave Whaley, Doug Sayer, Jay Larsen, Roger Madsen, Don Dietrich and Con Paulos to serve on the subcommittee.

State Board of Education

State Board of Education Executive Director Dr. Mike Rush discussed the many initiatives of the State Board of Education to increase college access, improve college retention/completion and provide for a system to assess student progress. As with the K-12 initiatives, these initiatives are all critical to producing a quality workforce.

Workforce Solutions for the Digital Age

Chair Paulos welcomed Cyndie Woods, from the College of Southern Idaho, to share some of the many projects that have been awarded to the College of Southern Idaho over the last few years by the US Department of Labor.

Project Manager Cyndie Woods stated that the Workforce Solutions for the Digital Age project is funded in part (62%) by the President's Community-Based Job Training Grant, as implemented by the U.S. Department of Labor's Employment and Training Administration.

Ms. Woods said that there are four key strategies of the grant:

1. Improve institutional capacity to deliver curricula reflective of current/future industry practice in law enforcement, radiological technology/digital imaging, and standardize core online courses;
2. Increase the number of new programs available to meet the regional labor needs in healthcare – especially Dental Hygiene;
3. Increase the talent pool options in metal fabrication and welding pipeline based on competency based assessment rather than chronological bound curriculum;
4. Increase information dissemination and replication of the project to other communities statewide and nationally.

Department of Correction – Update

Idaho Department of Correction Director Brent Reinke recognized Gail Cushman, retiring from the Department of Correction, for her great work developing relationships with colleges, universities, Vocational Rehabilitation, Department of Labor and others to help provide training programs statewide for inmates. Director Reinke added that with nine prisons and a projected growth rate each year, the department realizes the value of basic education and has produced 20% of the state's GEDs. One of the great challenges for the department is to help locate jobs for released inmates.

Department of Commerce – Update

Idaho Department of Commerce Economic Development Administrator Lane Packwood reported good news for Idaho's economy. The department's perspective is from a marketing and recruitment standpoint, working daily with businesses and entrepreneurs and seeing more than 2100 new jobs listed since May. Mr. Packwood discussed several companies and industries around the state that are expanding, creating new jobs and making a profit. He reported that this year many companies are looking to move to Idaho and Commerce has facilitated twenty five site visits for such companies.

Mr. Packwood is optimistic about Idaho's economy and growth because (1) many new retirees will migrate to Idaho because of what Idaho has to offer and (2) fiscal decisions made in the last two years will make Idaho very competitive.

Plan for use of the Governor's 15% WIA Funds - Transmittal #7

Idaho Department of Labor Employment and Training Administrator Dwight Johnson stated that the Workforce Investment Act (WIA) funding formula includes the opportunity for the Governor to use 15% of appropriated WIA funds to support statewide workforce activities. Because of the increase in WIA funding from the 2009 American Recovery and Reinvestment Act (ARRA), Idaho has \$500,000 in carry-in 15% WIA formula funds in excess of the Council's approved activities.

Staff recommends that \$500,000 in unplanned Governor's WIA 15 percent carry-in funds be used for: (1) the Idaho Youth Corps (IYC), the department's summer youth employment program during 2011 and (2) customized training, on-the-job (OJT) training, and other training activities to increase business expansion opportunities in support of the department's Business Solutions Initiative.

Chair Paulos accepted a motion by Linda Clark, seconded by Tom Hally to approve Transmittal #7; and Transmittal #7 was approved unanimously by voice vote.

Further Business

Chair Paulos stated that the executive committee has been asked to formulate a strategic plan for the council's approval at the next council meeting. Each member is asked to identify the most important thing that can be done in the next four years to advance the state's workforce and email to staff for use in the next executive committee's planning session.

Chair Paulos stated that the next council meeting will be held Thursday, April 28th in Boise.

The meeting adjourned at 4 p.m.

Attendance

Members:

Darrel Anderson (absent)
Dick Armstrong (absent)
Gerald Beck
Kara Besst (absent)
Linda Clark
Randy Shroll for Don Dietrich
Tony Fernandez
Bert Glandon
Dean Haagenson
Tom Hally
Cindy Hedge
Richard Holman
Betty Kerr (absent)
Paul Kjellander (absent)
Alex LaBeau
Jay Larsen

Garry Lough
Luci Willits for Tom Luna
Roger Madsen
Shirley McFaddan
Brad Murray
Jan Nielsen
Con Paulos
Robert Poyser
Brent Reinke
Mike Rush
Doug Sayer
B.J. Swanson (absent)
Kim Toryanski
Rian Van Leuven (absent)
Kenneth Wiesmore
Dave Whaley (absent)

Guests:

Melinda Adams
Henry Atencio
Rico Barrera
Terry Butikofer
Cheryl Brush
Leandra Burns
John Cantrell
Christine Dolan
Robin Dyck
Cheryl Engel
Bob Fick
Dwight Johnson
Bill Kober
Ricia Lasso
John McAllister
Allison McClintick
Vera McCrink
Denise McDonald

Craig Nebeker
Mike Nelson
Pat Nelson
Lane Packwood
Ben Phillips
Jerry Riley
Kristyn Roan
Sara Scudder
Diane Severine
Sue Simmons
Georgia Smith
Ann Stephens
Brian Sporleder
Bob Uhlenkott
Roy Valdez
Mark Warbis
Cyndie Woods